

Jennifer Bradley

"Tell your Story; Before Someone Tells It For You"

SUMMARY OF QUALIFICATIONS

- More than 20 years in Vegas specializing in Communications/Media, Government and Public relations, Marketing; Non-profit, Community Outreach; Donor Relations/Fundraising, Social Media, Event Planning, Volunteer, and Staff Management.

PROFESSIONAL EXPERIENCE

JB Public Relations

July 2014 -Current

- Own PR and Social Media Company for 7 years
- Securing media awareness, event sponsorship and media coverage for clients as well as social media support Nevada State College, Vegas PBS, Cowabunga Bay Waterpark, Lamar Billboards Las Vegas, Boca Park Fashion Village, Roseman University of Health Sciences, Clark County Medical Society, Teachers Health Trust, SCA Gaming/Promotions (Dallas), American Addiction Centers, NDL Group, Fort Apache Commons, The Hydrant Club, Absolute Dental, Mora Iced Creamery, Life Is Beautiful (Rehan), Mead Law Group, Tivoli Village, Adam Kutner & Associates, Lakeside Event Center, Echo & Rig Las Vegas, Marche Bacchus, Lola's Summerlin, The Juice Standard, Claire Sinclair, Broken Spoke Bike, LV Haunts, Bratalian Restaurant/Chef Carla Pellegrino.
- Opened Adventure Combat Ops, Sunny Side Up, Solutions Recovery, Blinders Burgers & Brunch, Crossroads of southern Nevada, Jacinta Boutique, Farm Table Kitchen +Spirits, Escape Reality (and in Chicago), Lindbergh Men's Clothing, and Once Upon an Escape
- Partner with 3 agencies in Reno as their "PR" representative for southern Nevada for statewide coverage.
- Assisted PR for Major League Rugby (2020), Las Vegas Bowl (2019, 2020) & Vegas Golden Knights and Folded Flag Foundation with John Coogan (2018/2019)
- PR for NonProfits: Lion Habitat Ranch, Serving our Kids Foundation, Project Marilyn, Save Red Rock, Clark County Medical Society Alliance, Volunteers in Medicine and Steven Tyler's Janie's Fund.
- PRSA Award for PR Campaigns: PR Practitioner of the Year, Lion Habitat Ranch, Vegas PBS, Save Red Rock, and St. Jude Children's Research.

Mass Media – Media Relations Director (Freelance & Employee)

November 2015 - Dec. 2016

- PRSA Social Media Award for the Las Vegas Dome (NFL Stadium/Raiders Project); Media Trained Napoleon and key ambassadors; attend and assist with PR for Southern Nevada Tourism Infrastructure Committee.
- Securing coverage and leading all PR initiatives for Corporate and Healthcare clients with 1 team member Support Las Vegas Dome, McDonald's Vegas, Health Care Partners of Nevada, Team Health, Colliers International Vegas, HCA Hospital (ER grand opening), The Boulevard Mall, Miracle Flights, Nevada State College, Yellow Checker Star, Solomon Dwiggins & Freer, Pisanelli & Bice, Solutions Recovery, ABQ Health Partners and Smart City Networks.

BRAINTrust Marketing + Communications – Senior Public Relations Manager

October 2012– July 2014

- Public and Media Relations for diverse clients in the hospitality, food & beverage, non-profit and entertainment industry: United Way of Southern Nevada, United Healthcare, LVH Hotel, Las Vegas Hilton, Trump International Hotel, Platinum Hotel & Spa, Laguna Cliffs Marriott Resort & Spa, Richard Petty Driving Experience, Pahrump (town), PINUP at Stratosphere Hotel & Spa, and Home Again Attorney General Project.
- Successfully launched the American Muscle Car Experience at the Las Vegas Motor Speedway, opened The Style Lounge (at The Linq), the new Cowabunga Bay waterpark (securing over \$1million dollars in PR media coverage) and new agency office in Austin, Texas.
- Pitch national and local stories, a secured community relations/givings coverage for client to ensure philanthropic efforts were top of mind to all media outlets, including social media, and general public.
- Developed and implemented PR media stunt with the world famous Dog, "Boo" at Trump International Hotel for the "Dog Days of Summer" which generated \$500,000+ in PR value & more than 14 million social media hits.
- Created and supervised PR department and managed over 7 corporate accounts and served as main ambassador for agency's PR services.

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SK+G Public Relations – Public Relations (Freelance)

February 2012 – October 2012

- Publicist using traditional and grass roots efforts to manage an array of clients: Ethel M Chocolates, Sammy's Woodfire Pizza, The Modern (Development), Fogo de Chao Steakhouse, Chef Carla Pellegrino (on Bravo's Top Chef), Bratalian Restaurant, Bacio at Tropicana, and Kidville at Tivoli Village.
- Pitch national and local stories, celebrity sightings, promotions and coordinated interviews with media for our clients as well as managed client's social media accounts and adhering to corporate communications responsibility.
- Establish philanthropic relationships with clients in the community.

Preferred Public Relations – Client Manager

April 2010 – February 2012

- Publicist for a variety of entertainment and food and beverage clients, including: Cancer Treatment Centers of America, Rat Pack is Back, Todd English Pub, Ricardo's Mexican Restaurant, Terry Fator 2nd year Anniversary, Eve Nightclub and Beso Steakhouse.
- Launched and opened STK Las Vegas at the Cosmopolitan Hotel & Casino, and Sumita Beauty in the Fashion Show Mall.
- Developed charitable international campaign for MGM Grand's Crazy Horse Paris and the American Cancer Society for breast cancer awareness & award winning PR campaigns for "Boots are Made for Rockin'" with KISS Monster Mini Golf.
- Responsible for creative events, such as the Guinness World's Record World's Largest Margarita at Ricardos and Southern Nevada Burn Foundation on their Burn Awareness Campaign and Fire & Rain event in 2010.

Candlelighters Childhood Cancer Foundation of Nevada

June 2008 to May 2009

Executive Director

- Successfully negotiated and maintained corporate sponsorships for signature fundraising events (5K, Camp, Golf and Gala) and third party events. Generated of \$200,000 in media in-kind sponsorships for awareness.
- Worked with various local and state agencies on various policies pertaining to legislation that may affect the Candlelighters Childhood Cancer Foundation (including testifying to state legislative committees and collaborating with other non-profits supporting cancer, such as the American Cancer Society and Nevada Cancer for the "Fight Against Cancer" campaign, and participated in the state's first Cancer Summit in Reno; and the national "Stand Up to Cancer" campaign.
- Persuasively wrote and received local and state grants for program support. Presented, developed and received the largest grant to date for a new unique, critical program for the community.
- Initiated and developed partnerships for a new joint program with Big Brothers and Big Sisters of Southern Nevada.
- Represented organization in all media relations, such as psa's, and radio/tv/print interviews.
- Provided leadership in developing programs, organizational and financial plans and carry out policies authorized by local Board; as well as compliance with policies of national office. Participate; prepare and conduct board and committee meetings: Human Resources, Finance, Development, Government and Executive Committee.
- Responsible for the employee relations and human resource administration for staff, interns and volunteers.
- Proactively collaborated with other non-profits for fundraising events; such as Children's Miracle Network, Leukemia Lymphoma Society, Brett Torino Foundation; A Caring Place; and more.

The Lili Claire Foundation

January 2005 to May 2008

- Opened non-profit Family Resource Center for Las Vegas, through fundraising and developing community support in coordination with the Founder/CEO located at the corporate headquarters in California.
- Supervised genetics and behavioral medical and research programs, and all daily operational activities.
- Successfully generated over \$500,000-\$1,000,000, three years in a row, for benefit gala in Las Vegas.
- Achieved over \$250,000 in media (billboards, radio, television, hotel) donations for fundraising events, including golf, run and gala for both Las Vegas and Reno, and strategically communicate daily with public relations agency on building foundation awareness.

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- Proactively communicated with Nevada, UCLA and Nashville medical directors and Deans regarding best practices with patient treatment, training of pediatric residents and doctoral students, and development of current programs, and expansion of services.
- Hired personnel, fundraising, budgeting, and establishing support and credibility with the Northern Nevada community for opening of Reno Center at Renown hospital, in spring, 2008.
- Maintained and developed new donor and community relationships and syndrome education with parents, Clark County School District, healthcare professionals, political/legislative supporters, and local companies.
- Aggressively advocated and outreached to community through PSA's, radio and television interviews.
- Successfully wrote local and state grants, including support from March of Dimes Foundation, Speedway Children's Charities, Nevada State Health Division, Ronald McDonald House; A Hand Up Organization, and Jeff Gordon Foundation.
- Organized and implemented fundraising events/programs with other community non-profit organizations: Nevada Childhood Cancer of Nevada, Make-A-Wish Foundation, Positively Kids, Down Syndrome Organization of Southern Nevada, F.E.A.T., Asperger's Group, Family Ties of Southern Nevada, Adam Thomas Memorial Foundation, March of Dimes Foundation, Equestrian Aid Foundation, and Autism Coalition of Nevada.
- Developed Nevada board and ensured communication with national board members regarding event and program activities.
- Coordinate family seminars, presenting to community health fairs, educating local pediatricians, advocating for families in schools and at the legislature, and supporting and referring families to other non-profit organizations.
- Responsible for all staff and volunteer recruitment, motivation, education and training.

Awards:

- PRSA (Public Relations Society of America - Las Vegas) - PR Practitioner of the Year - 2020
- Deluxe Version Magazine - Top 10 Philanthropists of the Year - 2020
- NAWBO - National Association of Women Business Owners, Finalist, 2019 & 2020
- Vegas Chamber, Business Excellence Finalists - 2019
- Las Vegas Woman's Magazine, Woman to Watch/Leading Ladies, 2018 - 2020
- My Vegas Magazine – Top 100 Women of the Year - 2014 - 2018
- Vegas Inc./In Business – Las Vegas Humanitarian of the Year Angel Award – June 2009
- Vegas Inc., In Business – Las Vegas 40 under 40 – February 2008

Boards/Committees:

- American Cancer Society of Nevada (Board Co-Chair, 2019 - Current), 2015 - 2018 Board Member
- Sunrise Childrens Foundation, 2015 - Current
- Create a Change Now, 2019 - Current
- Better Business Bureau of Southern Nevada, 2018 - Current
- St. Jude Childrens Research Hospital - Nevada - 2014 -Current
- Las Vegas Fashion Council, 2019
- Executive Committee for PGA Shriner's Hospitals for Children Golf Tournament – 2007, 2008, 2010 (Volunteer)
- Member of Go Red for Women – American Heart Association (2014, 2015, 2019, 2020)
- Leukemia & Lymphoma Man & Woman of the Year Campaign – 2010 and 2011
- Autism Coalition of Nevada – Statewide – 2007 and 2008
- "Spirit of the Year" Award and "Volunteer of the Month" Award for Make-a-Wish Foundation of Southern Nevada - 2003
- Member of Women in Communications (WIC) & AFP – Las Vegas Chapter
- Volunteer: St. Jude's For Children, Make a Wish Foundation, American Cancer Society, Leukemia & Lymphoma of Southern Nevada, Miracle Flights, Spirit Therapies, Grant a Gift Autism Foundation, Burn Fdtn of Southern Nevada; Rare Disease Foundation

Education:

University of Texas at Arlington, Arlington, TX – December 1996



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Business Administration – Minor in Marketing

Social Media:

